

NEW BRANDS SUMMARY

CURRENTLY AVAILABLE DATA THROUGH WEEK ENDING 10/11/91

PM					
<u>NATIONAL/REGIONAL</u>	<u>VOLUME (MM)</u>	<u>RETAIL SHARE</u>	<u>SHIPMENT SHARE</u>		
			<u>WEEK</u>	<u>4 WK</u>	<u>CUME</u>
Marlboro Medium	187.51	1.7 *	1.92	1.54	2.12
Bristol	165.88	1.3 *	1.70	1.56	1.46
Bucks	34.43	0.5 *	0.35	0.30	0.50
Cambridge Lowest	7.96	0.2 *	0.08	0.08	0.21
Bristol Lowest (Reg 2)	0.74	0.1 *	0.04	0.03	0.13
Commander (Reg 1,3,4,5)	5.09	0.1 *	0.07	0.05	0.09

TEST MARKET

B&H De-Nic - Arizona	0.14		0.12	0.14	0.50
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Marlboro Ultra Lights

Indianapolis (B/W)	1.25		1.14	1.06	1.15
Portland (R/C)	0.96		0.76	0.65	0.66
Nashville (R/W)	0.60		0.79	0.79	1.22

Bucks

Arizona	0.34		0.29	0.18	0.62
Birmingham	0.40		0.41	0.43	0.61

COMPETITIVE		
<u>NATIONAL/REGIONAL</u>	<u>RETAIL</u>	<u>SHARE</u>
		<u>MONTHLY SHIPMENT</u>
Camel Ultra Lights	0.4 *	0.2
Misty	0.6 *	0.6
Sterling (SG)	0.3 *	0.7
Bull Durham	0.2 *	0.2
Capri 120's	0.2 *	0.2
Magna (SG)	0.6 *	0.7
Camel 99	0.4 *	0.3
Winston Ultra Box	0.2 *	0.1

TEST MARKET

Horizon

Atlanta	0.5 #	0.1
St. Louis	0.5 #	0.1
Dallas	0.7 #	0.2

Dakota

Houston (85's & 100's)	0.2 **	LT 0.1
Nashville (85's & 100's)	0.2 #	LT 0.1
Arizona (Slide Box 85's)	0.5 #	0.2

Style

Hartford (FM)	LT 0.1 ***	LT 0.1
New Orleans (PV)	0.6 #	0.1

Newport Half Pack

Mississippi/Louisiana	0.5 *	0.2
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Belair (SG)

Maine	0.9 #	0.3
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Newport Lts

Michigan		1.2
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Retail Audit
* New Nielsen
** Convenience Scanning

**** Scanning Supermarkets
*** ICC

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